ROGERS BOOSTER

WINTER 1963

EDITORIAL

Our mail basket runneth over

Last issue we voiced the challenge that is facing service technicians in the field of customer relations. And we asked for comments about what could be done.

And comments are what we got. A lot of very good and constructive ones too. Some of these are published on the back page of this issue. Two of them that we feel are particularly important gave us the idea for the feature article on the following pages.

These two letters deal with the formation of professional organizations by television technicians. The idea is not new. In fact plumbers, electricians, and other trades have long since recognized the advantages of protecting their professional status with local and national organizations.

Now we have the story behind radio-TV service technicians doing the same thing although on a smaller scale. One organization is provincial—the Professional Association of Independent Electronicians in Quebec province. The other is chiefly local—the Edmonton Electronic Dealers Association.

The Edmonton organization is still very small. But the Quebec association is proof that properly organized, it could quickly grow into something big.

We would like to encourage service technicians across the country to organize into groups—preferably on a provincial basis. This could lay the groundwork for a national organization, if required, at a later date.

We would not for a minute criticize a local organization such as the one in Edmonton, and if that's the best you can do—do it. It is a stepping stone to a Province-wide association. Provincial organizations tend to be stronger since larger numbers of members mean larger funds for organization, legal fees, membership drives, submissions to government and so on. Big groups swing more political weight.

There are two areas of help that technicians can turn to. First, the manufacturers who have a stake in the health of the industry. And second, your local press will be glad to support any progressive movement in the trade.

Philips is one manufacturer that is willing to go on record as supporting the organization of service technicians. Any local groups or provincial groups that are forming should feel free to ask the Philips representative in their area to work with them.

Other manufacturers will probably be glad to give similar help and, if requested, Philips will speak to other manufacturers on behalf of any organization.

Your local newspaper is well aware of the dangers of dealing with irresponsible servicemen. Any news of an organization of technicians who enforce a set of rigid standards is good news for the community. And newspapers will support you.

Talk over your plans and objectives with the editor of your local newspaper. Chances are you'll get helpful publicity.

We are sure that this trend to organization, now started, will continue. This is good. Only through well-controlled, self-policing associations can technicians build and hold the kind of public trust that is necessary for the healthy continuance of the trade.

As long as there are technicians operating out of a suitcase, with no identification but a phone number, the trade is going to have to fight a bad public image. But by strong organization that can enforce high standards of service, radio-TV technicians can get rid of the public animosity that now makes them the subject of so many bad jokes. And they can build business and profits.

If you are planning an organization or would like to know of an organization near you, write to the BOOSTER and we'll publish your letters.

Mr. J. E. C. Dumoulin, President, Professional Association of Independent Electronicians.

Electronics Repairmen

unite to protect T.V. owners and themselves

SEVEN YEARS AGO, when television was in its infancy, five men sat around a table in Montreal. All were engaged in the installation, repair and maintenance of domestic and commercial electronic apparatus. "Electronicians," they called themselves for want of a shorter and equally descriptive term.

The little group met together to discuss ways and means of protecting the public, the newborn industry and themselves against the infiltration of the business by a number of incompetent experimenters and imposters who had been quick to seize upon what looked like a golden opportunity to make a fast buck. The public's total ignorance of the working principles and mechanisms of TV and radio led these imposters to set themselves up and represent themselves as competent technicians, capable of the installation, repair and maintenance of electronic equipment.

THE EXPERIMENTERS

Their knowledge of the science was scanty; their understanding of the radio and TV sets on which they engaged to work even less. Shortly, the truth of the old adage, "A little knowledge is a dangerous thing" became apparent and the industry fell into early disrepute. The good suffered with the bad.

It was quickly realized by the factory-trained and capable pioneers of television that these experimenters and interlopers could do incalculable harm, not only to legitimate practitioners, but to very expensive equipment as well. The purpose of the round-table conference in Montreal was to devise means of separating the goats from the sheep and assuring the public of dependable workmanship and authentic parts at equitable prices.

AID FROM AUNTY

Among the "gold rush" adventurers were many schoolboy readers of *Popular Mechanics* and *Science and Fiction* who had built their own radios from printed plans and were ready to tinker with aunty's or anyone else's new and expensive TV, at a net cost of nothing. At aunty's expense, they found their way into the ranks of the TV technicians and were quickly joined by less innocent fast-workers who saw an opportunity to impose upon the public's meagre understanding of the new science and its appliances. By the grace of God, the harm done by these tyros was neither vital nor irreparable. Most of the TV sets in use at that time were comparatively new; the repairs called for most often consisted of nothing more than the replacement of a minor tube or the simple connection of a wire. The innocent was hailed as a modern Edison; the charlatan pocketed a handsome fee.

Today, the situation is vastly different. The machines or appliances have grown a good deal older, and a television set, in service and life expectancy, can well be compared to a car. You couldn't and wouldn't expect to get from an old and worn 1955 model automobile the same smooth-running, repair-free service you demand from your new and proud 1962 creation, fresh from the showrooms. Repairs are, naturally, of a more serious nature; more parts are worn and, more than ever, it becomes necessary for the TV owning public to be assured of expert workmanship, honest servicemen and equitable prices.

FORMATION OF P.A.I.E.

Out of that foundation gathering of those five Montreal pioneers of the maintenance and repair business has grown the Professional Association of Independent Electronicians. All five original founders still sit on the Board of Directors.

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Mr. J. E. C. Dumoulin is the Association's President of today; Mr. D. M. Sadovnick, Vice-President and Mr. L. Belanger, Secretary. The Association, operating under Government charter, has its head office at 6855a, St. Andre Street, Montreal.

That the original aims and ideals of the founders have met with general approval within the industry has been made apparent by the remarkable growth of the organization. The P.A.I.E. of today has some 550 members, fully paid up and in good standing. The membership fee is $35 per annum, plus a nominal charge of $3.00 for rubber stamp insignia or emblem, decalcomanias and other identification and certification material. In addition, the Association has enrolled a number of associate members, mostly the employees of registered firms who maintain firm membership and are glad to pay $10 a head for the associate membership of their employees.

GOOD GROWTH RATE

The rate of growth is the more remarkable when it is realized that the requirements of the Association are very stiff, and that all memberships have been obtained by the missionary work and personal contact of the individual founders. These enthusiasts have, from time to time, staged contests among themselves, vying with each other in the enrolment of satisfactory new members. The steady and continued growth of the Association and the influence and authority it wields within the industry are tributes to the sincerity and ideals of the men who first saw the light and the need for a self-protective organization such as P.A.I.E.

The Association has already presented to the government of Quebec a proposal for incorporation of all electronicians engaged in the installation, repair and maintenance of domestic and commercial electronic apparatus.

SOURCE OF REVENUE

From the beginning, P.A.I.E. has looked for no source of revenue other than the subscriptions of its members. More than anything else, it is an educational body, and the solicitation of a fee of $35 from a prospective new member, plus an additional $3.00 for incidentals, demands a good deal of enlightenment of the individual approached.

P.A.I.E. has maintained itself as a self-supporting, non-profit organization, but it has received encouragement and ready and generous support from a number of honorary members recruited from the ranks of distributors. Rogers Electronics Tubes and Components and their distributor, Philips Appliances Ltd., were among the first to appreciate the aims and objectives of the Association and to do all they could to foster growth and progress.

In protecting themselves and their members, in setting up and maintaining their high standards of practice, and in weeding out the non-competents, P.A.I.E. is protecting and furthering the interests of the industry at large. The code of ethics is strict indeed and it is maintained with a rigid impartiality that tolerates no deviation. On the presentation of satisfactory evidence, even a director of the Association has been expelled. Such rigidity has won the hearty approval of the radio and TV stations, who have shown their appreciation by donating free time for P.A.I.E.'s educational broadcasts.

SERVICE CALLS

Most of the abuses that have made themselves apparent in the radio and TV repair business have been due to the public's complete lack of knowledge and understanding, not only of the structure and workings of their sets, but of what is actually involved in rendering the service they require. The matter of home calls and an adequate charge is little understood and many TV owners, knowing little about shop overhead and the maintenance of truck service, are disgruntled and distrustful the moment the TV man enters their home.

J. R. Galipeau, Technical Consultant and President of the Montreal Section of P.A.I.E. confers with Mr. Dumoulin. Standing in the background are D. M. Sadovnick (left) and L. Belanger, the Vice-President and the Secretary of the provincial association respectively.

P.A.I.E. realizes that the first corrective—perhaps the only one—is enlightenment and, to this end, it conducts a continuous educational campaign, not only among its members and within the organization itself, but with the public at large, through newspapers and magazines, direct mail, TV and radio advertising. By these several means, it is endeavoring to teach the public that it cannot expect an examination or diagnosis call to be made at the home at the charges the quacks advertise so blatantly, or, for that matter, at anything less than $4.50. It cannot set prices but it tells the public honestly and openly that advertising offering inspection calls at $2.50, and in cases, even less, is deliberately misleading. Reliable cost accounting has proved such service quite impossible and P.A.I.E. says fearlessly that any advertiser making such impractical claims is openly declaring himself a "phony." They feel he has to find his own undercover ways and means of making up his loss and he does this by juggling bills for material and workmanship. The time will come when such advertising will defeat its own object and it is the declared purpose of P.A.I.E. to hasten that time.

NO RATE SCHEDULE

It would, of course, be in direct contravention of the Law for P.A.I.E. to attempt to lay down a definite standard of rates. Such is far from the Association's wish and intent. But, first, by establishing its rigid code of ethics, by enlightening its own members

and enforcing the code, by obliging them to render bills bearing the Association's insignia, by advising the public to report immediately any dissatisfaction or irregularities, it has already done much to encourage fair and open dealing and to promote public understanding and to counter the stigma that has attached to a respectable and much needed service.

Membership within the Professional Association of Independent Electronicians is not conferred haphazardly. First of all, the applicant must have an established place of business open to the public, a provincial tax number, a business telephone, in most cases a truck and the means and equipment to render capable and efficient full-time service. Spare time workers are not accepted. Behind each member there must be premises and the facilities for the acceptance, recognition and rectification of complaints throughout what are considered the ordinary hours of the business day. The irresponsible fly-by-nighter has no way into the Association.

Given all of these essentials, the prospective member's application is still subject to the close scrutiny of the Membership Acceptance Board and, after admission, to constant policing and enforcement of the regulations.

PENALTIES

Penalties for departure from the Association's Rules and Regulations enforce compliance, and expulsion has been meted out even to high officials. It is known and admitted that abuses, impositions on the public and questionable business practices have been common from the beginning, and P.A.I.E. is determined to set its house in order. The very nature of the electronics business and the lack of public understanding make repair service what might be termed a "blind" item to be bought largely on trust. That trust must be merited and won.

As well as enlightening the TV-owning public, P.A.I.E. sets out to educate its own members and the industry at large to better craftsmanship. From time to time it conducts Service Clinics on manufacturers' premises, inviting and bringing together all and sundry who wish to know of the newest advances and developments in the fast moving science of electronics. Some of these clinics have attracted as many as 150 eager post-graduate students and never has a clinic been attended by less than 75. To those held in Montreal, visitors have come from as far away as Quebec City.

CONVENTIONS SUCCESSFUL

P.A.I.E. held its first convention in 1961; another in 1962, and a third is already planned for early 1963. Those already held have been highly successful gatherings and it is intended that they shall become regular annual affairs. These business and fellowship meetings have already done much to knit the industry together—to raise electronics to the order of a profession rather than a trade—and to make its practitioners aware of their responsibilities to the public and the need for scrupulously honest dealing.

The regular meetings of the Association are, in themselves, little conventions. They are called regularly, open to all and conducted in businesslike manner, with due observance of procedure and protocol. They are opened with one minute's silence for prayer; business is dealt with in order and "togetherness" then takes over. Ideas are interchanged, suggestions volunteered, and instructive talks are given on various subjects related to the business and the ideals of the Association, the observance of fair practice and such things as the maintenance of standard wholesale and retail prices.

Close collaboration with the Better Business Bureau is maintained and the interchange of information strengthens the organization as a paternal governing body. Its regulations, though rigorous and demanding, are decidedly better for the industry as a whole than the undesirable publicity directed against it by such publications as *The Reader's Digest* and *The Toronto Star*. The writers for these journals have to generalize and the effects of articles like "Your TV Man Will Get You If You Don't Watch Out," are still being felt by the industry at large. While such articles serve a useful purpose in warning readers against the charlatans, they cannot avoid injuring the business of honest men as well.

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OPEN BOOKS

In its seven years of steady growth and operation, P.A.I.E. has proved itself a highly desirable, non-profit organization. The services of all of its officers are entirely honorary. The Association's books are open to the inspection of all members at all times and are under the constant examination and certification of qualified chartered accountants.

Though decidedly choosy in the acceptance of members and demanding much, P.A.I.E. has much to offer in return. As well as listing and vouching for its members in the Classified Sections of the telephone books, it gives them full benefit of the educational advertising it undertakes and establishes their prestige and recognition by the public. When all of the benefits are assesed it is easy to understand why it has grown so rapidly. The Association has done a job. It is here to stay. It is here to grow. More power and continued growth to it.

EDMONTON ASSOCIATION

In Edmonton, a group of eight service shops has accepted a common code of ethics as the basis of an association with similar ideals to those of the P.A.I.E. According to Robert R. E. Finch who is handling public relations for the group, they are looking for other shops who will adhere to the rules to join them.

The code of ethics was drawn up with the help of officials of the Edmonton Better Business Bureau and the Retail Merchants Association.

Since this code of ethics is simple and concise, we present it here as a model for anyone interested in forming a similar association.

CODE OF ETHICS

Edmonton Electronics Dealers Association

1. To provide an effective safeguard in the public interest against unscrupulous operators and misleading advertising by means of a self-policing organization.
2. To maintain the highest standards of service and public relations and provide the public with recourse for legitimate grievances.
3. To work towards a higher level of training in the Electronic Field on a Province-wide basis.
4. To ensure under authority of a Government License that services will be rendered only by personnel who are fully qualified to do so.
5. To refrain from attacking competitors, their products, services or methods of doing business.
6. To indemnify the public against damage to the customer's equipment while in the possession of the Service Shop.
7. Parts sold, not covered by a warranty policy, except for picture tubes, shall be guaranteed for 90 days from date of sale. Warranty on the picture tube shall be in accordance with the manufacturer's guarantee.

To recommend service rates consistent with fair trade practices, thus ensuring that a business may provide continuing responsible service without resorting to misleading advertising or underhanded methods of profit-making, and further that any member-shop abusing this Code shall automatically be brought before the executive for further action and/or possible expulsion.

These few simple rules cover a lot of ground and if they are adopted by the majority of servicemen in Edmonton or the whole of Alberta, it will be a big break for TV-owners.

Since the Edmonton Electronic Dealers Association is still new and small, they have the hardest part of their job still ahead of them. We certainly hope they are more than successful. Any other service shops in that area who are willing to abide by the rules should contact Robert Finch at Fleet Television & Small Appliance Co. Ltd., 10648A—124 Street, Edmonton.

Jewellers device aid to servicemen

Prizewinning suggestion for this month

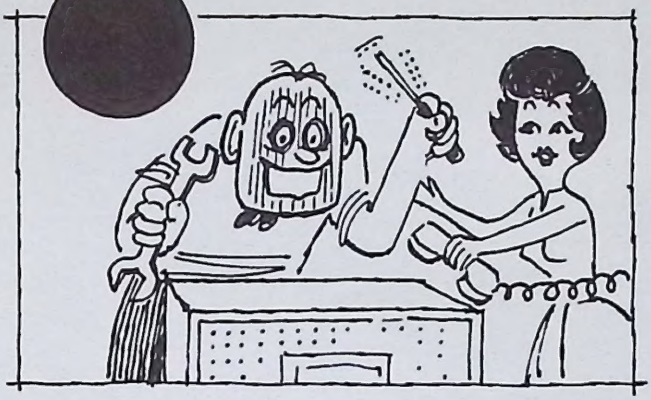
Instead of using a screwdriver to hold tiny or minute screws in place, use an orange stick, obtainable from any local jeweller. Cut down or sharpen to whatever size or thickness is required and use. It does the trick every time.

GEUDER ELECTRIC & TELEVISION,
Hanna, Alberta.

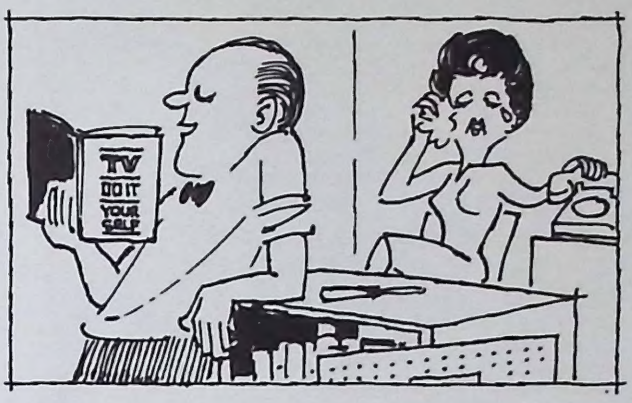
Write to us at *The Booster* and let us know about service hints or promotion methods *you* have found effective. If the editors find them suitable for publication, you'll receive $5.00. Our latest $5.00 winner appears above.

Cathode Charlie

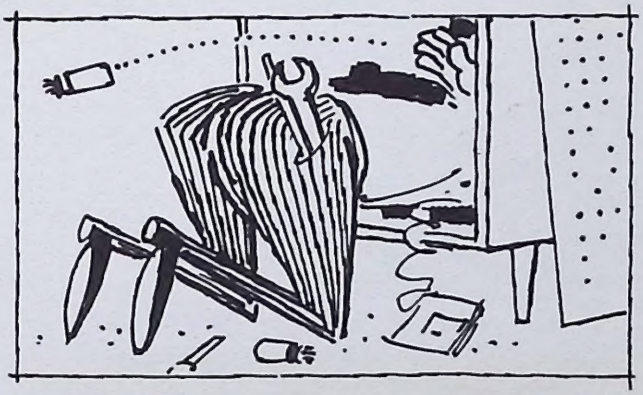
straightens the circuits



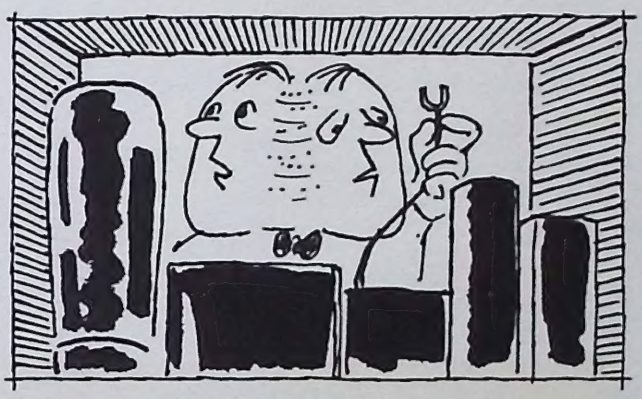
■ No John, please. Call Cathode Charlie to fix the TV set. Remember last time we had to call the Fire Department.



■ Nonsense. I've got this new Television Do-It-Yourself Book by T. V. Gadget. I'll have it fixed in a jiffy.

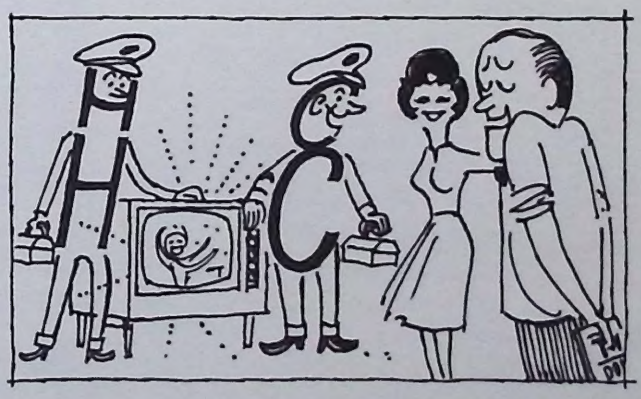


■ Let's see now . . . take out the fribbet under the gizmo . . . twist the frammus disconnect the veeble.



■ That was easy. Now this wire goes here. No there. Or was it over there. Well, put it here. Plug it in and . . .

■ Yikes! Help! Charlie come quick. Bring Helpful Harry. Something terrible has happened . . . again.



■ There. All fixed up again Mr. McFlubb. You nearly got it right this time. Maybe next time.

Moral: Never be discourteous to a do-it-yourselfer. They're some of your biggest customers.

Letters

TO THE BOOSTER

SAINTS OR SINNERS?

Gentlemen:

We were very pleased to read your feature article in the Fall issue of the *Rogers Booster*. It is a new look that we are striving to get here in Edmonton.

We would be very pleased if you would send us two copies. As the public relations man for the local association this is the kind of ammunition that we need. I am enclosing a copy of our Code of Ethics which has been officially adopted by eight of the shops as part of their working rules of conduct and before the end of the year we hope to have more, if they will adhere to them, join us. I would appreciate any comments that you might have.

Robert R. E. Finch,

Service Manager
Fleet Television & Small Appliance Co. Ltd.
Edmonton, Alberta

Ed.: See article pages three to six, this issue

Gentlemen:

We sure need a program of education! No, not of the public. Mr. Public is already educated to the point where he knows that a do-it-yourself book will give him as much skill as the average technician who visits his home.

Not until we educate the technician with a proper apprenticeship course from fundamentals up will we establish public confidence and respect for men who know their job and don't have to cover up their lack of knowledge with unnecessary replacement of parts and substitution techniques. The customer is paying over and over again for this type of work at present.

If the "Cathode Charlie" cartoon is aimed at the level of intelligence of the average technician, it's no wonder we are having trouble.

Wilfred Rice, Assoc. Brit. I.R.E.

Wilfred Rice Sales and Service
Hamilton, Ontario

what's NEW

New Colour Tube Contender?

The industry's race for a new colour television picture tube turned another corner when Paramount announced that it has a working prototype of a 23-inch square-cornered, three-gun Chromatron tube and drawings for a 90-degree, 25-inch colour tube.

Both tubes use three guns but have no shadow-mask. Paramount believes its new tube is not only superior to today's shadowmask tubes, but also to its own older one-gun Chromatron tube. Greater brightness of the picture gives apparent increase in resolution and picture quality, and will allow the viewer to watch the set outdoors. Paramount also points out that the tube has a styling advantage because it fits into the same basic cabinetry in today's monochrome sets.

Electrical Merchandising Week—Dec. 10.

Semi-Conductor Washing Machine

A new automatic washer employing semi-conductor controls will be tested in selected markets in the United States next spring.

The company said that semi-conductors make possible an infinite number of agitation and spin speeds within the range of all laundering requirements.

With semi-conductors, all changes in speed of agitation and spin are accomplished without loss of power.

The purpose of the market test is to determine consumer acceptance of semi-conductor controls and their reaction to the benefits such controls offer.

Home Furnishings Daily—December 12.

U.S. Home Entertainment Gaining in 1963

The home entertainment industry in the United States can look forward to a good but not sensational 1963.

This is the view of the consensus of home entertainment manufacturers who, on the average, expect the following distributor-to-dealer sales figures for 1963: Black and white television—6,194,000; Colour television — 671,000; Total television — 6,860,000; Radio—12,242,000; Phonographs—4,415,000.

Home Furnishings Daily—December 13.

Average weekly wages in manufacturing increased in September to $77.55 from $76.17 in August, average hourly earnings to $1.88 from $1.86 and the work week to 41.3 hours from 41.0. Weekly wages in September 1961 averaged $75.00, hourly earnings $1.81 and the work week 41.3 hours.

D.B.S. Weekly—December 14.

Special Offer! Booster readers can now obtain their copies of the comprehensive Rogers Substitution Chart, available for both American and European Tube Replacements. Write to address below or contact your Rogers Distributor.

PUBLISHED BY ROGERS ELECTRONIC TUBES AND COMPONENTS
Philips Appliances Ltd., 116 Vanderhoof Avenue, Toronto 17, Ontario